

FACT SHEET

SUBJECT: DoD Electronic Commercial Mall (DoD EMALL)

PURPOSE: Information for the DLA Customer Support Representatives

DISCUSSION:

- The Defense Logistics Agency's (DLA) Electronic Mall (DoD EMALL) is an alternative to conventional methods for government personnel to purchase materials, and for government suppliers to market their goods and services.
- **System Mission** - The DoD EMALL project grew out of Department of Defense (DoD) concerns about responsiveness of requisitioning, purchasing and ordering activities. A limited version of the DoD EMALL launched in January 98 and is continuing to develop. It provides both suppliers and buyers with an opportunity to dramatically reduce order time and delivery of commercial-off-the-shelf (COTS) products. Procurement activities that have taken weeks or months to deliver can now be purchased and delivered in a matter of days.
- **System Description** - The DoD EMALL is an Internet-based parts information and shopping cart ordering service that allows DoD personnel to search and order parts using links to supplier's catalogs. The DoD EMALL's Website provides one central access to search and to order a variety of online shopping services and catalogs, for both internal DLA stock and commercial products. DoD EMALL features include:
 - 1) Ability to search for items by National Stock Number (NSN), CAGE and part number, nomenclature, UPC or item characteristics.
 - 2) Customer orders shipped directly from the vendors at discounted prices.
 - 3) Ability to acquire items by traditional MILSTRIP requisitions or with the Government Purchase Card.
 - 4) Real-time comparison shopping among multiple sources, including DLA inventories. Information made available through the DoD EMALL to DLA customers may include price, inventory availability, product data sheets, , CAD models, and other information as determined appropriate to assist the customer in making item decisions. A few selected catalogs are providing GIF images of the part.
- **How do Vendors Participate?** The DoD EMALL permits vendors to participate and offer products through two methods.
 - 1) Vendor hosted – the vendors maintain their databases on their own Web servers.

2) DoD Hosted Catalog - the vendors submit a product database, which is then maintained centrally on a server operated by DoD.

- Both methods will be equally accessible to DoD EMALL customers, to search for, evaluate, and select products for purchase. See the DoD EMALL vendor solicitation at <http://www.supply.dla.mil/>.
- For more DoD EMALL information visit www.emall.dla.mil.

RECOMMENDATION: None. For information only.

D. Roobol/DLIS-X/DSN 932-5710/3-13-00